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Synchronize your brain to play better golf

How many times have you ever stood over a shot and told yourself, 'whatever you do, don't go left into the hazard' and, sure enough you pull the sucker left?

If you happen to be a normal human being, then the latter scenario has happened quite a few times to you. A scientific theory — or fact, depending on who you ask — holds that one's mind blocks out negative words and registers everything else heard. In other words, if you tell someone to not think about a blue car, the first image that is likely to appear in one's mind is indeed a blue car.

Knowing that, wouldn't it be nice if we could play golf and remove all types of negative thoughts? That's certainly the goal of everyone who plays, but until now, acheiving that goal has meant either owning incredible self-discipline from birth or visiting expensive sports psychologists.

A new product has hit the market which taps into the mental aspect of golf and may alter the way players prepare themselves before a round. The product, developed by In-Sync Sport International, Inc., utilizes audio technology Hemi-Sync which was pioneered by The Monroe Institute.

I'd have an easier time explaining Einstein's theory of relativity than I would explaining how this product works.

But suffice it to say, it works by synchronizing the hemispheres of the brain by delivering different sound frequencies into each ear. The result is an "integrated, whole-brain state." This means the brain's left side which controls logical thought is balanced with the right side so that overbearing swing thoughts about mechanics are diminished in favor of a more relaxed mental state insofar as the golf swing is concerned.

It may sound like voo-doo to the layperson, but the technology has been tested and shown to work.

John Daly now uses the product and will soon be seen in commercials with golf guru Peter Kostis endorsing it. Daly prepared for this year's Masters tournament with the In-Sync product and finished third without making any score over a bogey for four rounds. More importantly for Daly, he has used this product since leaving alcohol rehabilitation and has so far been clean.

"What now is the difference between golfers on the pro circuits has nothing to do with talent," said Mark Gonsalves of In-Sync and a former pro himself. "The difference is who performs better mentally as a player.

"(In-Sync) does not improve one's swing, but puts him in the most resourceful state of mind. Your shot starts in your mind and finishes as an expression in your swing."

The product officially entered the market Sept. 17 of 1992 but will soon be showcased prominently on television and in golf magazines. It comes in the form of a compact disc and costs $49.95. Those wanting more specific information may phone the company's headquarters in Maine at 207-967-4440.

Sports writer Carlton Reese writes a weekly golf column for the Ocala Star-Banner. Items for publication may be sent to P.O. Box 490, Ocala, Fl. 34478 or faxed to 867-4018.